

Listing of claims:

1. (Currently amended) A method for using a color scheme to communicate software application functionality associated with an incoming event notification and related to the integration of hardware and software in a computing device, comprising:

providing a first software application of an operating system associated with a first mobile partner and a second software application of a phone application associated with a second mobile partner, wherein the first and second software applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button;

associating a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension color scheme for a second mobile partner;

receiving an incoming event notification that instantiates the first software application on the computing device, wherein the first software application determines software functionality options for the software key for responding to the incoming event notification;

illuminating the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification according to functionality of the operating system and to indicate that the first software application is associated with the first mobile partner;

receiving a second incoming event notification, wherein the second incoming event notification is an incoming phone call that cause an automatic instantiation of the second software application; and

instantiating the second software application; and

in response to automatically instantiation the second software application, automatically illuminating the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification

according to functionality of the phone application and to indicate that the second software application is associated with the second mobile partner.

Claims 2-5 (Cancelled)

6. (Previously presented) The method of Claim 1, wherein illuminating the hardware button further comprises illuminating an illuminating element, wherein the illuminating element is at least one member of a group comprising: a tri-colored light emitting diode and an electro-luminescence light.

7. (Previously presented) The method of Claim 1, wherein the incoming event notification is associated with an incoming call.

8. (Previously presented) The method of Claim 1, wherein the color scheme changes to communicate information corresponding to elapsed time associated with the software application.

9-31. (Cancelled)

32. (Previously presented) The method of Claim 1, wherein the first and second brand extension schemes are associated with service providers.

33. (Previously presented) The method of Claim 1, wherein the first and second brand extension schemes are associated with operator equipment manufactures.

34. (Previously presented) The method of Claim 1, wherein the first and second brand extension schemes are associated with an application on the computing device.

35. (Currently amended) A computer-readable storage medium having computer-executable instructions for using a color scheme to communicate software application functionality associated with an incoming event notification and related to the integration of hardware and software in a computing device, comprising:

providing a first software application of an operating system associated with a first mobile partner and a second software application of a phone application associated with a second mobile partner, wherein the first and second software applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button;

associating a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension color scheme for a second mobile partner;

receiving an incoming event notification that instantiates the first software application on the computing device, wherein the first software application determines software functionality options for the software key for responding to the incoming event notification;

illuminating the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification according to functionality of the operating system and to indicate that the first software application is associated with the first mobile partner;

receiving a second incoming event notification, wherein the second incoming event notification is an incoming phone call that cause an automatic instantiation of the second software application; and

instantiating the second software application; and
in response to automatically instantiation the second software application,
automatically illuminating the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification

according to functionality of the phone application and to indicate that the second software application is associated with the second mobile partner.

36. (Currently amended) The computer-readable storage medium method of Claim 35, wherein illuminating the hardware button further comprises illuminating an illuminating element, wherein the illuminating element is at least one member of a group comprising: a tri-colored light emitting diode and an electro-luminescence light.

37. (Currently amended) The computer-readable storage medium method of Claim 35, wherein the incoming event notification is associated with an incoming call.

38. (Currently amended) The computer-readable storage medium method of Claim 35, wherein the color scheme changes to communicate information corresponding to elapsed time associated with the software application.

39-40.

41. (Currently amended) The computer-readable storage medium method of Claim 35, wherein the first and second brand extension schemes are associated with service providers.

42. (Currently amended) The computer-readable storage medium method of Claim 35, wherein the first and second brand extension schemes are associated with operator equipment manufactures.

43. (Currently amended) The computer-readable storage medium method of Claim 35, wherein the first and second brand extension schemes are associated with an application on the computing device.